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MADE IN EL PASO

PRODUCTS ARE THE BEST

President, Ambassador, Statesmen Are The Brands of Coffee
Which Are Pre-eminent in the Realm of Coffee

Speaking of coffee, did you ever notice in this connection how much the day's gloom or the day's smiles depend upon whether your breakfast—the bacon, the cereal, the eggs, and primarily, the COFFEE—tasted appetizing, or was merely a bunch of something to eat. Did your coffee taste bitter, flat and nauseating? Or did it taste rich, mellow, savory and velvety? That is the thing that had a great deal to do with your day, indeed.

Here is a tip to you men. "Bill Smith," who always seems so good natured and efficient at the office or in the business establishment, drinks President coffee. And his assistant, who is always smiling and accommodating, drinks Ambassador coffee. Therefore, he is an ambassador of good cheer. Then there is that clerk who always keeps you guessing about the source of his pleasant disposition—well, he is a user of Statesman Coffee. That explains his keen, proper and statesmanlike manner. If you would join the crowd of satisfied and joyful men in the Southwest, drink one of these brands of coffee.

And to the housewife: If you wonder why your husband always looks so sour at breakfast, just switch your coffee on him.

Make one of the above brands of coffee into a sweet smelling and steaming beverage some morning for his breakfast, and you will have solved the riddle at once. Immediately you will see a smile take the place of the old "colicky" look that used to hover around the corners of his mouth. And you will find out another thing. You will find that it is easy to make a good and appetizing drink out of either President, Ambassador or Statesman coffee. It is easy because three fourths of your problem is solved to begin with. The beans that go into these brands are the best, and the roasting process brings out all the fragrance and flavor in the beans.

To the merchant who sells coffee, it is necessary only to call your attention to the things that have been said above. If you can sell a kind of coffee that will bring the utmost satisfaction to the coffee user, you have found the secret of success in coffee selling. The first trial settles the matter, for after that your customers will come in and ask for one of the three brands that are the subject of this article.

Just write C. H. Finley Co., El Paso, Texas, on your shopping list, and watch your coffee business grow.



Glenn Broom M'fg. Co. Inc.

El Paso, Texas

The LARGEST and best equipped broom factory in the West—AND STILL GROWING. There's a reason. "Made in El Paso" Brooms are the best your money can buy.



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You'll find particular people always demand
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BRAND
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When you eat a dish you'll understand why—and thereafter you'll demand it too.

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Easily removed to shady spots. Fold compactly.

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Blowing
the Blue
Out of Monday

Start the week with PRESIDENT, AMBASSADOR or STATESMAN Good Coffee.

A cup at breakfast, with rich cream, will make the gloomiest day delightful.

Nothing is harder to describe than the superior flavor of PRESIDENT, AMBASSADOR or STATESMAN Coffee. Nothing is easier than the verdict: "It's the best I ever tasted."

Won't you try it? It blows the blue out of Monday and makes every breakfast the beginning of a happy day.

Write C. H. Finley Co., El Paso, Texas on your shopping list.

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